



## MASTER FILE

MAY 23 2000

DSSD CENSUS 2000 PROCEDURES AND OPERATIONS MEMORANDUM SERIES  
#MM-6

MEMORANDUM FOR      Brian Monaghan  
                                 Lead Assistant Division Chief for Censuses  
                                 Field Division

Attention:              Management Training Branch  
                                 Field Division

From:                    Howard Hogan *Howard Hogan*  
                                 Chief, Decennial Statistical Studies Division

Prepared By:          John Chesnut *JSC*  
                                 Mathematical Statistician, Decennial Statistical Studies Division

Subject:                Observation of Undeliverable As Addressed Questionnaire  
                                 Redistribution Training and Redistribution of Undeliverable As  
                                 Addressed Questionnaires at the Chula Vista, CA Local Census  
                                 Office

### Introduction

The Undeliverable As Addressed (UAA) Redistribution operation is a Census Bureau initiative to attempt to redistribute census questionnaires that the United States Postal Service (USPS) cannot deliver. From previous census experience we know there are a significant number of these questionnaires, and, in addition, there are a significant percentage of this number that have addresses for units with occupants. The Census Bureau wishes to provide questionnaires to as many households as possible to complete and return by mail. It is less expensive if households return their questionnaires in the mail compared to enumerators having to visit the unit to obtain the interview. Addresses for which the USPS returns questionnaires as UAA and for which we do not receive mail returns as a result of the UAA delivery process will be included in the Nonresponse Follow-up (NRFU) operation.

On March 24, I observed the training of enumerators hired to deliver UAA questionnaires. On March 25, I observed the attempted delivery of UAA questionnaires.

## **UAA Pickup and Check-in**

Upon my arrival at the Chula Vista, CA LCO, I was greeted by the Local Census Office (LCO) manager. A Field Operations Supervisor (FOS) was given the task of showing me the training locations and briefing me on the pickup and check-in of the UAAs. From what he told me about the pickup of the UAAs, the Chula Vista office ended up with much fewer UAAs than expected. Apparently, on March 20 the Monday after the check-in the USPS had more UAAs to give them. Once the Chula Vista office picked up the UAAs from their assigned USPS Processing and Distribution Center, the UAAs were then sorted by ZIP+4 digit code. A ZIP Code system of bins was set up. The UAAs were placed in their corresponding bin. Neighboring LCOs came to pickup their assigned ZIP Codes after the sort. The Chula Vista LCO checked in what was left of the UAAs. The sorting and check-in of the UAAs were completed on March 18. There were three crew leaders assigned to this operation. However, one of the crew leaders quit at the last minute so the UAAs were just divided among the remaining two.

## **Training**

I observed parts of two training sessions. Each session was scheduled to last four hours. The crew leaders for both sessions communicated effectively. The enumerators had good questions. There were questions about where to hang the questionnaire, how to find the house number, whether to knock on the door and ask the occupant about the address, etc. I noticed that some of the questions the enumerators asked were not answered by the crew leader due to his lack of knowledge. Problems arose when it came to assigning the UAAs to enumerators. The crew leader identified which enumerators lived in the corresponding ZIP Code then he split the workload up based on this identification. However there was not an even spread of the people. So, some people got assigned work outside the ZIP Code they live in. One enumerator quit based on the enumerator assignment he was given. Everybody got approximately 40 UAAs to deliver. There were some UAAs left over. These were to be distributed to enumerators later. Having not participated in the assignment of UAAs to the enumerators at the other training session, I later found out that they also had trouble making the assignments. Their training session lasted a few hours longer than the one I observed due to this problem.

## **UAA Distribution**

On Saturday, I observed an enumerator who was very familiar with the area where he was to distribute his UAAs. He mentioned being involved with buying and selling real estate in the area. The area appeared to be a low income residential area populated mostly by Hispanics. Based on his knowledge of the area and using a map, he sorted the UAAs by the shortest distance from one address to another. Without this sort, an enumerator could waste a lot of time and resources going from one address to the next. Once he was done sorting, we drove to the first address for him to attempt to deliver an UAA. Most of the UAAs we were attempting to deliver were in walking distance from each other so we just parked the car and went on foot to find the addresses.

The housing unit at the first address we found appeared to be open to the elements, and appeared to be under construction. Because the enumerator lives in the neighborhood, he was aware of an individual living at the address. So, he called into the opening of the unit and sure enough a man came out. He handed him the UAA bag. And the UAA appeared to be successfully delivered. The UAA was marked vacant, and it was obvious why the postal carrier marked it vacant. Another UAA that we successfully delivered, belonged to a housing unit that was boarded up.

We were unsuccessful in locating the next address. However, the enumerator did find a housing unit possessing a house number preceding the house number he was looking for. The enumerator inspected the property and found that there was a separate structure behind the housing unit. There was a locked gate, so he was not able to go in the back to look for a house number. He was not sure if the address on the UAA belonged to the structure behind the housing unit. He knocked on the door of the housing unit to ask but no one was home. He then turned to me to ask my opinion on the matter. I told him that I was not sure, and asked him to refer to his manual. Eventually, he decided not to hang the UAA bag on the front housing unit's door. It was interesting to note that the addresses on some of the streets appeared to be in random order. There was not the traditional numbering system where there are odd numbers and even number in sequence.

Proceeding to find the next address marked UAA, we found a lot that was in sequence with the existing house numbers that would most likely be the address marked as UAA. Three houses were being built on the lot. However, none of the units were labeled with house numbers. The enumerator asked the construction workers what the addresses of the unit are, but they did not know. He also looked at the electric meters to see if there was an address labeled on them. So, he ended up not being able to deliver the UAA.

We came across several addresses marked UAA that were identified by a mailbox associated with a group of 3 to 4 housing units. However, there were no numbers on the houses to identify which unit to deliver the UAA. Usually these addresses were labeled something like 3211, 3211 ½, 3212, 3212 ½ etc. To be more descriptive, there would be a front house on the street and then behind that house would be houses that could not be seen from the street. The enumerator said they were usually built without building permits. The enumerator knocked on some of the doors of the houses to inquire about the addresses of the units. The enumerator was sometimes successful in determining the addresses of these units by talking to the residents. As a result, he was sometimes successful in delivering the UAA. When investigating some of these houses we noticed that some were posted as condemned.

## Comments

The LCOs could have been given the option to pick up more UAAs from the USPS after March 18, if needed. This LCO had the capabilities of handling more UAAs even though they were instructed not to pick up any from the USPS after March 18.

From my observation, it appeared that the USPS was usually correct in determining the deliverability of a questionnaire.

The Crew Leader Manual needed more explanation on how to distribute the UAAs into enumerator assignments.

The enumerator training needed more information on how to sort the addresses by distance from one another. This would allow for an efficient delivery of the questionnaires.

cc: DSSD Census 2000 Procedures and Operations Memorandum Series List

J. Reeder LARO

K. Zajak DSSD

C. Dimitri “

J. Imel “